

# COM 309: Programming and Management

An introduction to and analysis of procedures in planning and monitoring media productions and organizations. Students learn how to analyze factors influencing the content, style, and costs for various types of programs, and learn about budgeting, schedules, logistics, and basic legal requirements. The course also examines ownership and regulation, organizational structure, personnel, business models and sales for the broadcast and online media.

**Credits:** Credits 3

**Prerequisites:**

Prerequisite Courses

COM 110

COM 121

**Semester Offered:**

Semester Offered

Offered spring semester, even-numbered years.